



Connection Pros

Have you ever wondered why most people feel that they always have to discuss business when they're attending a business networking function? What do most people enjoy talking more about? Their jobs or their business or all the things they like to do outside of their business? I'm assuming that most of them would prefer talking about their hobbies, their vacations, their families, their goals, dreams and desires, almost anything other than work.

The best part about talking about all those things that have absolutely nothing to do with your job is the connections you will make with others. If you can't connect your business with someone else's business, you better come up with something else to talk about real quick or this could be a very fast conversation. I have made more connections with others based on their hobbies and outside interests than what their job is.

Another thing you need to remember is that people do business with people, not companies. Think about accountant. If she was part of a large firm and decided to leave her current firm to go to work for another firm, would you just say "It's no big deal. Please just assign me another accountant?" I strongly doubt it. You would follow her where ever she goes because of the relationship you have with her and the connection you spent so many years developing.

If you don't like my accountant example, let's look at the person who cuts your hair. If your hair person decided to change salons, would you follow him or her? I'm sure you would. If you look at my picture, you'll see that getting my hair cut isn't a big deal since I have so little of it. When my hair person changed salons, I started driving over 40 minutes each way to see her. Why, you ask? Is it because she is the only person who can make me look good? No! It's because of the relationship I have formed with her over the past 15 years.

This might be a very long winded answer to a very simple question but you need to take the time to learn about the person behind the business card. If all you ever talk about is business, you'll have a much harder time developing relationships with others. We aren't what we do for a living. It's just a job. Find out whom a person REALLY is, not just what they do and you've a much greater likelihood of creating a solid connection with them.